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ABSTRACT

Child abuse is a national tragedy, taking the lives of three children every day and affecting millions of children and families every year. To mark the 20th anniversary of the first presidential proclamation of Child Abuse Prevention Month, the U.S. Department of Health and Human Services' Children's Bureau, Office on Child Abuse and Neglect, worked with its National Clearinghouse on Child Abuse and Neglect Information and partnered with Prevent Child Abuse America to develop this community resource packet to promote child abuse prevention activities. This year's theme, "Gateways to Prevention," describes the many strategies child advocates can use to build strong communities in which families and children are supported and valued. The goal is to mobilize everyone in a community to seek a gateway through which they can help protect children and support families. To that end, this packet includes materials and resources to support each community's unique local efforts. Materials in this packet include: "Child Abuse Prevention: An Overview," contains definitions and statistics on child abuse and neglect and why prevention is key to addressing the problem; "What Organizations Can Do," provides suggested child abuse prevention activities and supporting materials, including resources for working with the media; "What Individuals Can Do," contains information about what individuals can do to prevent child abuse and neglect, how to recognize and report suspected maltreatment, and tips to help foster positive parenting. A "Resource Directory" provides information about national organizations working to prevent child abuse, and their State or local chapters. (GCP)

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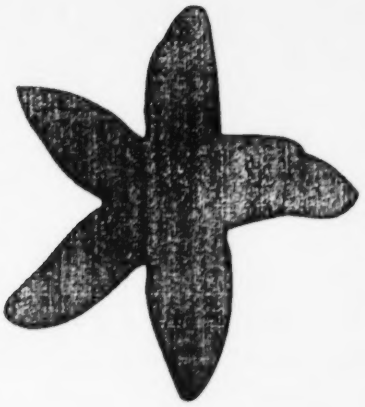

What **Everyone** can do to **Prevent Child Abuse**

2003

child abuse

prevention

community

resource

packet

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Dear Colleagues:

Child abuse is a national tragedy, taking the lives of three children every day and affecting millions of children and families every year. Each April, Child Abuse Prevention Month activities raise awareness about this problem—and most importantly, about what each of us can do to help prevent the abuse and neglect of our Nation's children. This can only be done if we, both as a society and as individuals, take responsibility to offer parents and families the support and tools they need to provide healthy, nurturing homes for their children.

This year, to mark the 20th anniversary of the first presidential proclamation of Child Abuse Prevention Month, the U.S. Department of Health and Human Services' Children's Bureau, Office on Child Abuse and Neglect, is working with its National Clearinghouse on Child Abuse and Neglect Information and partnering with Prevent Child Abuse America to develop this community resource packet to promote child abuse prevention activities in April and throughout the year. We hope these materials, developed with the valuable input of child abuse prevention partners around the country, will help you carry on this important work in your community.

This year's theme, "Gateways to Prevention," describes the many strategies we as child advocates can use to build strong communities in which families and children are supported and valued. It is our desire to mobilize everyone in a community to seek a gateway through which they can help protect children and support families. To that end, this packet includes materials and resources to support your community's unique local efforts. Materials in this packet address:

- **Child Abuse Prevention: An Overview.** Definitions and statistics on child abuse and neglect; why prevention is key to addressing the problem.
- **What Organizations Can Do.** Suggested child abuse prevention activities and supporting materials, including resources for working with the media.
- **What Individuals Can Do.** Information about what individuals can do to prevent child abuse and neglect, how to recognize and report suspected maltreatment, and tips to help foster positive parenting.
- **Resource Directory.** Information about national organizations working to prevent child abuse, and their State or local chapters.

These materials are designed for reproduction and distribution throughout your community to help spread the word that everyone has a role to play to prevent child abuse and neglect.

Child abuse prevention activities reaffirm our belief in the resilience of the American spirit and its power to bring renewed energy and commitment to securing the future of our Nation's children and families. We are pleased that you are joining us in this effort.

Sincerely,

Susan Orr, Ph.D.
Associate Commissioner
Children's Bureau
U.S. Department of Health and Human Services

A. Sidney Johnson, III
President & CEO
Prevent Child Abuse America

Gateways to Prevention
What Everyone Can Do to Prevent Child Abuse

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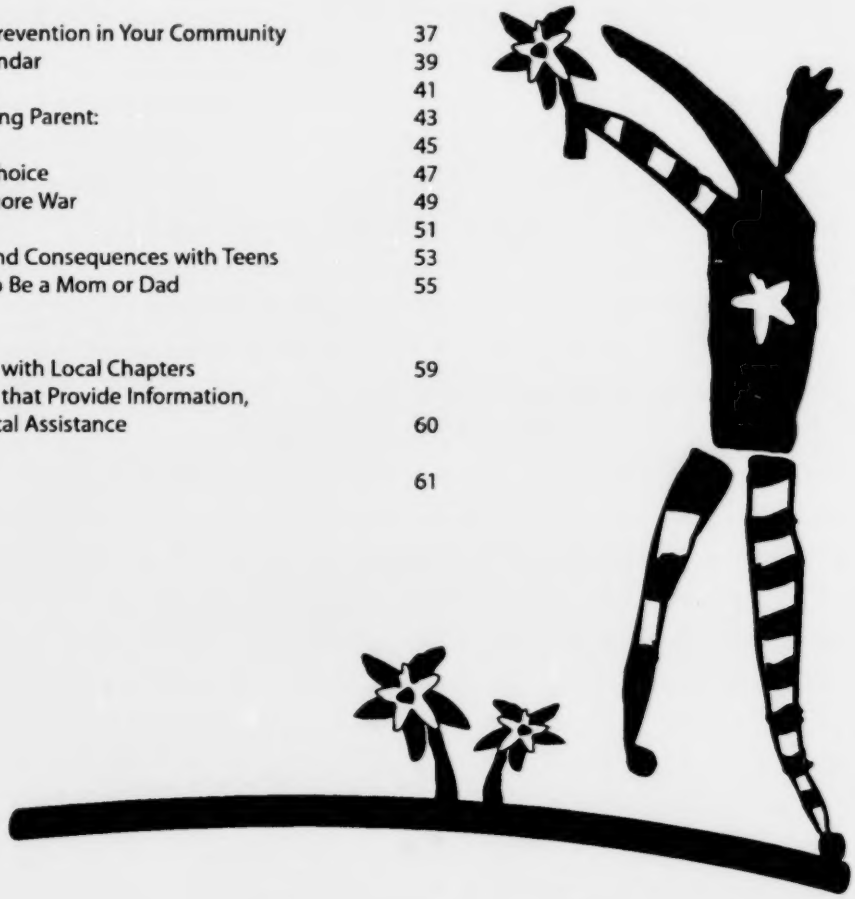
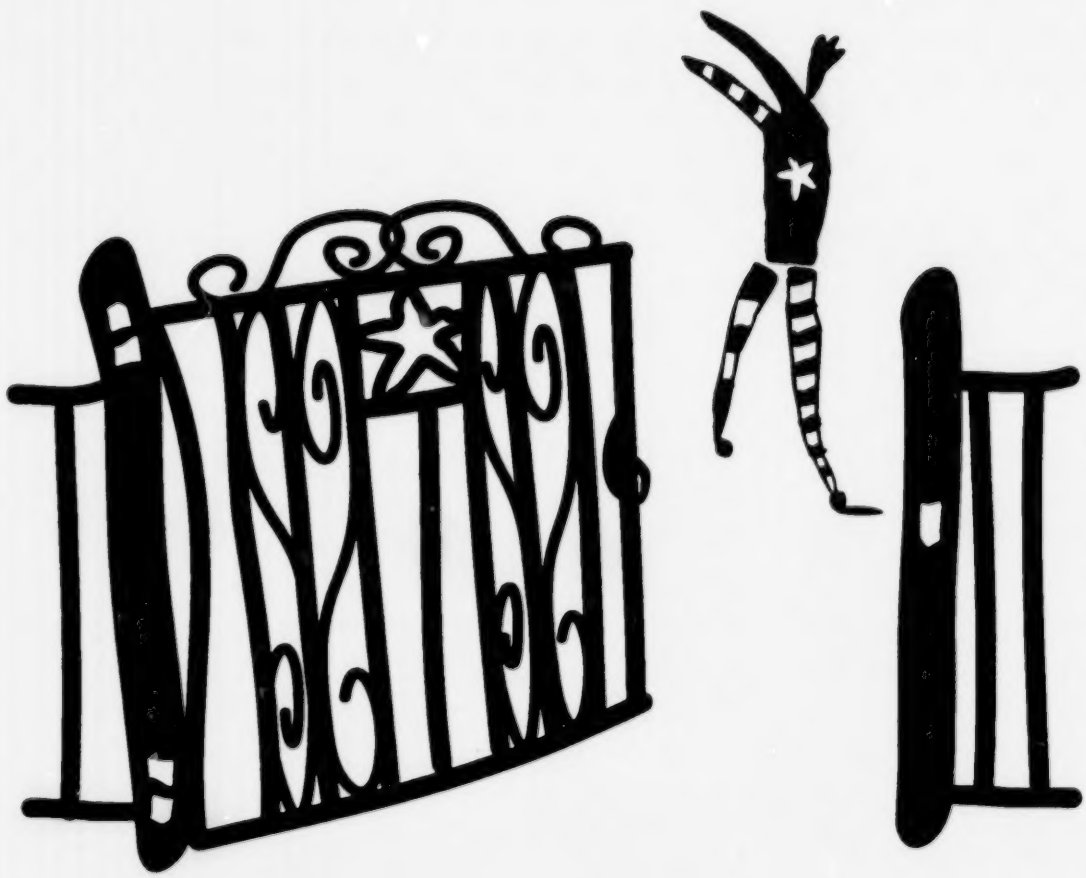


Child Abuse Prevention:
An Overview



Child Abuse and Neglect: The National Scope of the Problem

IMPACT:

In the year 2000, an average of 2,400 children were found to be victims of child abuse each day.

The impact of abuse is far greater than its immediate, visible effects. Abuse and neglect are associated with short- and long-term consequences that may include brain damage, developmental delays, learning disorders, problems forming relationships, aggressive behavior, and depression.

Survivors of child abuse and neglect may be at greater risk for problems later in life—such as low academic achievement, drug use, teen pregnancy, and criminal behavior—that affect not just the child and family, but society as a whole.

NUMBERS:

Each week, child protective services (CPS) agencies throughout the United States receive more than 50,000 reports of suspected child abuse or neglect.

In 2000, nearly three million reports concerning five million children were made.

In almost two-thirds (62 percent) of these cases, the information provided in the report was sufficient to prompt an investigation. As a result of these investigations, approximately 879,000 children were found to have been victims of abuse or neglect.

Nearly two-thirds (63 percent) of victims experienced neglect, meaning a caretaker failed to provide for the child's basic needs. Fewer victims were found to have been physically abused (19 percent) or sexually abused (10 percent), though these cases are often more likely to be publicized. The smallest number (8 percent) were found to be victims of emotional abuse, which includes criticizing, rejecting, or refusing to nurture a child.

Tragically, an average of three children die every day as a result of child abuse or neglect.

CHILDREN:

No group of children is immune.

Boys and girls are almost equally likely to experience neglect and physical abuse. However, girls are four times more likely to experience sexual abuse.

Children of all races and ethnicities experience child abuse. In 2000, more than one-half of all reported victims were White (51 percent); one-quarter (25 percent) were African American; and 14 percent were Hispanic. American Indian/Alaska Natives accounted for two percent of victims, and Asian/Pacific Islanders accounted for one percent of victims.

Children of all ages experience abuse, but the youngest children are most vulnerable. Children younger than one year old accounted for nearly one-half (44 percent) of child abuse and neglect deaths reported in 2000; 85 percent of the children who died were younger than six years of age.

PERPETRATORS:

At least 4 out of 5 victims are abused by at least one parent.

By definition, perpetrators of child abuse and neglect are the very people responsible for the child's safety and well-being (including parents, other relatives, and babysitters).

The most common group of people found to be responsible for neglect and physical abuse were mothers acting alone (47 percent and 32 percent of victims, respectively). In cases of sexual abuse, non-relatives and fathers acting alone are more likely to be responsible (29 percent and 22 percent of victims, respectively).

Source: U.S. Department of Health and Human Services, Administration for Children and Families, Children's Bureau (2002). *Child Maltreatment 2000.* Washington, DC: U.S. Government Printing Office. Available online at www.acf.hhs.gov/programs/cb/publications/cm00 or by calling the National Clearinghouse on Child Abuse and Neglect Information at 1-800-FYI-3366. Statistics in *Child Maltreatment 2000* refer to cases of harm to a child caused by parents or other caretakers; they do not include harm caused by other people, such as acquaintances or strangers.

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What Is Child Abuse?

There are four major types of child maltreatment: neglect, physical abuse, sexual abuse, and emotional abuse. Although any of the forms may be found separately, they often occur together.

Each State is responsible for providing its own definitions of child abuse and neglect that meet Federal minimum standards found in the Child Abuse and Prevention Treatment Act (CAPTA). Most include the following:

Neglect is failure to provide for a child's basic needs. Neglect may be:

- Physical (e.g., lack of appropriate supervision or failure to provide necessary food, shelter, or medical care).
- Educational (e.g., failure to educate a child or attend to special education needs).
- Emotional (e.g., inattention to a child's emotional needs or exposure to domestic violence).

These situations do not always mean that a child is neglected. Sometimes cultural values, the standards of care in the community, and poverty may be contributing factors, indicating that the family is in need of information or assistance. When a family fails to use information and resources, and the child's needs continue to be unmet, then further child welfare professional intervention may be required.

Physical Abuse is physical injury (ranging from minor bruises to severe fractures or death) as a result of punching, beating, kicking, biting, shaking, throwing, stabbing, choking, hitting (with a hand, stick, strap, or other object), burning, or otherwise harming a child. Such injury is considered abuse regardless of whether the caretaker intended to hurt the child.

Sexual Abuse includes activities by a parent or caretaker such as fondling a child's genitals, penetration, incest, rape, sodomy, indecent exposure, and commercial exploitation through prostitution or the production of pornographic materials.

Emotional Abuse is any pattern of behavior that impairs a child's emotional development or sense of self-worth. This may include constant criticism, threats, or rejection, as well as withholding love, support, or guidance.

Note: The Federal legislation that provides definitions is included in the Child Abuse and Prevention Treatment Act (CAPTA) reauthorization of 1996 (P.L. 104-177). A PDF version is available at: http://frwebgate.access.gpo.gov/cgi-in/getdoc.cgi?dbname=106_cong_public_laws&docid=f:publ177.106.pdf.

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What Is Child Abuse Prevention?

The goal of child abuse prevention is simple—to stop child abuse and neglect from happening in the first place, sparing children and families emotional and physical trauma and decreasing the need for costly intervention and treatment services.

The best way to prevent child abuse and neglect is to support families and provide parents with the skills and resources they need.

Why Does Child Abuse Occur?

Although all the causes of child abuse and neglect are not known, a significant body of research has identified several risk factors and protective factors associated with child abuse. Studies also have shown that when there are multiple risk factors present, the risk is greater. For example, lack of preparation or knowledge of critical issues surrounding parenting, financial or other environmental stressors, difficulty in relationships, and depression or other mental health problems can all lead to abusive or neglectful behavior.

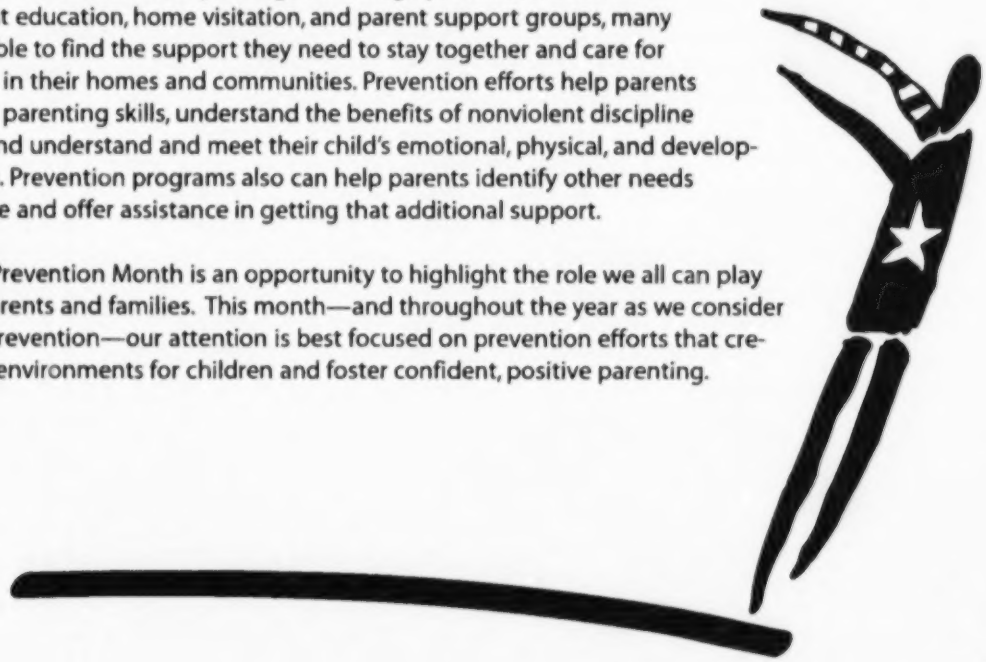
Parents may lack an understanding of their children's developmental stages and hold unreasonable expectations for their abilities. They also may be unaware of alternatives to corporal punishment or how to discipline their children most effectively at each age. Parents also may lack knowledge of the health, hygiene, and nutritional needs of their children.

These circumstances, combined with the inherent challenges of raising children, can result in otherwise well-intentioned parents causing their children harm or neglecting their needs.

How Is Child Abuse Prevented?

Prevention efforts build on family strengths. Through prevention activities such as parent education, home visitation, and parent support groups, many families are able to find the support they need to stay together and care for their children in their homes and communities. Prevention efforts help parents develop their parenting skills, understand the benefits of nonviolent discipline techniques, and understand and meet their child's emotional, physical, and developmental needs. Prevention programs also can help parents identify other needs they may have and offer assistance in getting that additional support.

Child Abuse Prevention Month is an opportunity to highlight the role we all can play to support parents and families. This month—and throughout the year as we consider child abuse prevention—our attention is best focused on prevention efforts that create healthier environments for children and foster confident, positive parenting.



What Organizations Can Do

Leading Your Community Through the Gateway to Prevention

Help prevent child abuse and neglect in your community. Use the following innovative ideas as starting points for planning activities to help raise awareness and protect children. While some of these activities are specific to Child Abuse Prevention Month, many can be used year-round.

Hold a Blue Ribbon Campaign. In 1989, Bonnie W. Finney of Virginia tied a blue ribbon to the antenna of her van. When asked about it, she told people the tragic story of the abuse of her grandchildren, and the resulting death of her grandson. Since then, millions of people across the country have participated in Blue Ribbon campaigns by wearing the ribbons and getting involved in community activities to remind people that they can help prevent child abuse in their communities.

Ms. Finney originally chose blue to remind herself of the bruised bodies of her grandchildren. In recent years, some organizations have chosen to reinvent the symbol using a strength-based approach. Prevent Child Abuse Virginia, a State chapter of Prevent Child Abuse America, uses the blue ribbon to celebrate "Blue Ribbon Parents," "Blue Ribbon Kids," or "Blue Ribbon Communities" that find new and innovative ways to support families.

Involve local faith communities. A local church in Arlington, Virginia, hosted a Bishop's Summit on Children and Violence. They invited the faith community and general public to learn about and help prevent child abuse and family violence.

Volunteer at an organization providing family support services. In many communities across the country, volunteers are making significant contributions to ensuring the healthy development of children in need. In New Mexico, AmeriCorps volunteers provide one-on-one support, mentoring, and other wrap-around services to pregnant and parenting teens enrolled in their GRADS program. The program is designed to help the teens graduate, improve their parenting skills, and foster self-sufficiency.

Team up with a local professional or semi-professional sports franchise. Prevent Child Abuse America has partnered with the National Basketball Association (NBA) for the last 15 years to raise awareness during Child Abuse Prevention Month, holding a national press event as well as local activities at games across the country. For example, the Partners in Prevention Campaign Planning Committee in Washington, DC, worked with the NBA to hold a professional basketball game (Washington Wizards) that recognized Child Abuse Prevention Month.

Invite a local celebrity or feature a children's cartoon character. Raising a Healthy Child, Inc., in Tallahassee, Florida, hosted a free event featuring Spider-Man™. The event included a Spider-Man skit, autographs, photos with Spider-Man, Spider-Man comic books about child abuse prevention, face painting, games, and snow cones. Resource information about child abuse prevention and counselors were available for families. (To order a Spider-Man comic book about child abuse prevention, see http://pcaamerica.channing-bete.com.)

Involve men and fathers. The Hillsdale Child Abuse Council in Minnesota kicked off its county-wide "Real Men Rock" shaken baby public awareness campaign with an ad campaign showing local fathers nurturing and rocking their babies. Participants included a local emergency medical technician and a teacher.

Encourage community members to celebrate their own heroes. The New Hampshire Children's Trust Fund, New Hampshire's Community-Based Family Resource and Support (CBFRS) grantee, advertised the opportunity to make a contribution to the trust fund to honor a mother or someone else special to the donor. The message read, "When you make a gift to the New Hampshire Children's Trust Fund in the name of someone you love, your gift will not only honor her, but also help other women become strong, effective mothers, too."

Use a clever gimmick to attract the community's attention. The Kalamazoo County Child Abuse Council in Michigan sponsored a Life Savers® campaign. More than 200 community volunteers handed out Life Savers® candies on corners or in stores in exchange for donations. The funds went to support ongoing child abuse prevention programs.

Honor the community's culture. The child abuse prevention program for the Fallon Paiute-Shoshone Tribe hosted a conference called "Honor Our Children, Honor Our Heritage." The conference included a spiritual run/walk and a pow-wow ("Honor Our Children, Drum Out Child Abuse.") Speakers from other reservations were invited to talk about child abuse prevention. (For more information on this and other prevention activities for Native American communities, see the listing for National Indian Child Welfare Association in the Resource Directory, page 60.)

Distribute a resource guide for parents. Many local Boy Scout troops distribute the booklet, "How to Protect Your Children from Child Abuse: A Parent's Guide," among their members as part of the Boy Scout Guidebook for youth.

The National Exchange Club Foundation (see Resource Directory, page 59) distributes "Time Out Teddy" brochures with insights on positive and effective childrearing skills. The brochure is also available in Spanish.

Prevent Child Abuse America also offers a variety of parenting publications through its Web site at http://pcaamerica.channing-bete.com.

Involve local businesses. Community business owners in a suburb of Chicago were asked to contribute a child's-sized white or blue T-shirt with the business logo on the front. The T-shirts were attached to a clothesline that was threaded around a prominent building to draw attention to Child Abuse Prevention Month.

Indiana's CBFRS grantee printed public service announcements and the child abuse hotline number on thousands of grocery bags used by a statewide grocery chain.

For Child Abuse Prevention Month 2002, Prevent Child Abuse America's Minnesota chapter, the Family Support Network, was chosen by Sidney's Restaurant as its "Children's Charity of Choice." In each of the restaurant's five locations, Sidney's included information about the Family Support Network in its menus and created a display at which customers could make donations.

Vermont kicked off Child Abuse Prevention Month with a cake-cutting ceremony. The cake, donated by Vermont-based Ben & Jerry's, served approximately 250 people. The first piece went to a child.

Involve local schools. The Exchange Club Center for the Prevention of Child Abuse of the Trident Area, South Carolina, has developed a report card insert to show parents a positive approach to dealing with disappointing grades. The inserts are available in bulk by calling the National Exchange Club Foundation. (See Resource Directory, page 59.)

Engage local legislators. The Children's Trust Fund in Missouri distributed lapel pins to all members of the State legislature with a card that read, "April is Child Abuse Prevention Month. Missouri's children are pinning their hopes on you."

Take your message on the road. In Puerto Rico, CBFRS funds were used to develop two mobile outreach buses that delivered educational materials and training during Child Abuse Prevention Month. Service providers on board helped community members determine where and how to receive additional services. The buses attracted attention through music and popular entertainment.

Many communities also use variations of the following "tried and true" activities to recognize Child Abuse Prevention Month and focus attention on child abuse prevention throughout the year. Make one of these ideas your own:

- Host an awards' breakfast or luncheon to recognize key individuals and organizations working to prevent child abuse.
- Submit a press release or feature story to your local newspaper or TV/radio station.
- Offer a speakers' bureau.
- Disseminate calendars of State or local child abuse prevention activities. Use local children's artwork to illustrate them.
- Seek Child Abuse Prevention Month proclamations by mayors and local councils.
- Spread the word on bus placards and billboards or through television and radio PSAs.
- Display literature on child abuse prevention at local libraries, or ask the library to develop a reading list on child abuse and where help can be found.
- Develop a child abuse prevention exhibit at a local shopping mall.
- Celebrate families with a festival or picnic.
- Hold an essay or poster contest for school children.
- Organize a children's parade.
- Sponsor a "Kids' Day at the Zoo."
- Host parent support groups on prevention topics. Contact Circle of Parents and Parents Anonymous® Inc. for more information about such groups. (See the Resource Directory, page 59.)
- Offer a workshop or conference on child abuse prevention or positive parenting.
- Fly Children's Memorial Flags in prominent locations. (Available from the Child Welfare League of America—see the Resource Directory, page 59.)
- Hold a candlelight vigil for victims of child abuse.

How to Involve the Media

Gaining media attention is an effective way to raise awareness during Child Abuse Prevention Month and throughout the year. Use the following suggestions to increase media exposure and educate your community about child abuse and neglect.

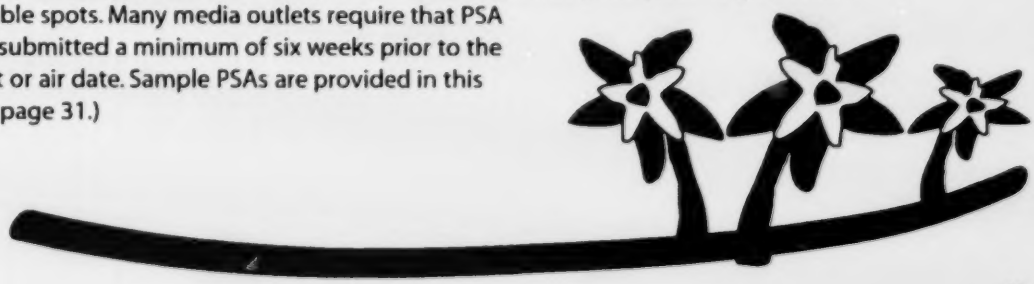
Develop a Press Release
The primary tool for gaining publicity is the press release. Press releases tell the "who, what, when, where, why, and how" of a news story. The sample press release provided in this packet (on page 27) was written to announce Child Abuse Prevention Month and educate the public about what everyone can do to help prevent child abuse in their own communities. Spaces in the press release are designated for you to insert information about your organization and community. (See "Where to Find Child Abuse Data for Your State or Local Community," page 33.)

Write an OpEd Piece
The Opinion/Editorial (OpEd) pages of newspapers include articles written by experts in certain fields. These articles usually offer a viewpoint on current events and hot topics. An OpEd should be sent to the editor of your local newspapers. You can locate the editor's name at the top of the OpEd page in each newspaper. Remember to ask for word count limitations.

Submit Prewritten Articles to Community Newspapers
Community papers often accept prewritten articles and photographs. Call the editors or reporters at community papers at least six weeks before you would like your article to appear.

Secure Television and Radio Coverage
Don't forget local broadcast media. Approach radio and television programs in the same way as newspapers. Send your press release to the appropriate person at the station at least four weeks in advance. Prior to sending your materials, listen to the shows and familiarize yourself with their formats.

Develop Public Service Announcements
Public service announcements (PSAs) are essentially free advertisements, available only to nonprofit organizations. Local radio and television stations donate a percentage of their air time to worthwhile campaigns; however, PSA spots are limited and many nonprofit organizations vie for available spots. Many media outlets require that PSA requests be submitted a minimum of six weeks prior to the desired print or air date. Sample PSAs are provided in this packet. (See page 31.)



How to Involve Local Spokespersons

A fundamental step for involving the media and generating local support is to identify and train representatives to conduct media interviews and honor speaking engagements during Child Abuse Prevention Month and throughout the year.

Selecting Spokespersons

The ideal spokesperson is often the person at your organization or in your community who is most knowledgeable about issues related to child abuse prevention. Identifying a single spokesperson helps the public put a "face" on the issue. The reality is, however, that most people are committed to other tasks and personal responsibilities. Therefore, it is important to select and prepare backup spokespersons to ensure that no speaking engagement or media opportunity is missed.

Spokespersons should:

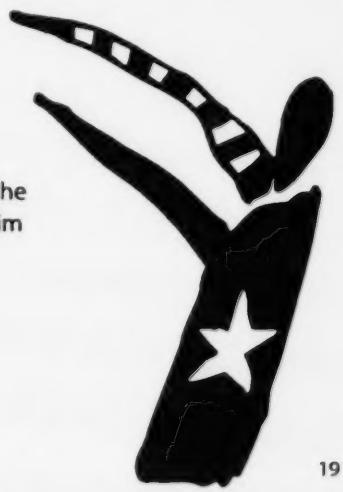
- Be personable and at ease when speaking publicly.
- Have a clear, pleasant speaking voice.
- Be an interesting conversationalist.
- Have some public speaking experience and, preferably, experience talking with members of the media.
- Have a working knowledge about issues related to child abuse prevention.
- Be "fast on their feet" and able to handle nonscripted responses.

Preparing Spokespersons

When making appearances or conducting interviews, your spokesperson should be prepared with:

- General information about child abuse prevention.
- Answers to questions about national prevention efforts and your State or local activities and involvement. Encourage him or her to review the materials contained in this resource packet and online from the National Clearinghouse on Child Abuse and Neglect Information (www.calib.com/nccanch) or Prevent Child Abuse America (www.preventchildabuse.org).
- A local or national telephone number that people can call for more information.
- A press kit, for reference. Include talking points in the kit. Talking points are a single page of bulleted messages that the spokesperson should mention. (See Sample Talking Points, page 23.)

When scheduling media interviews and speaking engagements, provide the reporter or organization with a paragraph-long biographical sketch for the spokesperson (not a full resume) that includes the credentials that qualify him or her as an "expert." The reporter or organization will use the sketch to introduce your speaker.



Tips for Preparing Parent Spokespersons

Parents can be powerful advocates for child abuse prevention by partnering with staff to educate the public, reach out to other parents in need of help and support, and shape policies and practices that impact families. When parents speak out through the media or at public presentations about the positive changes in their own lives, others gain valuable insights and are moved to take action to help themselves or their neighbors. Staff should offer tangible and emotional support during this process.

You may wish to ask the following questions of potential parent spokespersons to help them decide whether or not they are ready to share their stories:

- Is this the right time for you to speak out? Are you prepared for the attention that may follow? Is your life fairly stable right now?
- How much (or how little) do you want your name, face, or voice to be used publicly?
- What do you most want to share in an interview or speech?
- How does your family feel about your interest in speaking publicly about your life experiences? Do your family members mind if you refer to them in your talk?
- What effect will your exposure have on you and your family members, especially your children?

If parents are ready to speak out, you may wish to offer them the following suggestions:

- Remember to speak from your heart and from your own experience.
- Decide what you most want to say and then practice how you will say it. If you agree to an interview, have a friend, family member, or staff member ask sample questions so you can rehearse your responses.
- Anticipate difficult questions. It is always OK to say that you don't know the answer to a question or don't want to respond.
- Always assume that anything you say to a representative of the media is "on the record" and might be repeated in a story.
- Be aware that a media story or headline may be portrayed in a more dramatic way than you expect.
- Keep the focus on your own positive growth and change.
- Emphasize that "asking for help is a sign of strength."
- Choose your words carefully and avoid slang, unrelated remarks, and angry responses.
- Don't feel the need to volunteer information just to fill in uncomfortable silences.
- Make helpful suggestions to other parents in the audience and invite your listeners to take action that will help strengthen families and prevent child abuse.

Remember to thank parent spokespersons for sharing their experiences and to debrief and provide support to them after the event. By sharing their expertise and life experiences with others, parents are sharing a valuable gift and are helping to make their community a better place.

Adapted courtesy of Parents Anonymous® Inc. (1999). Media Guide for Parent Leaders, Parent Leadership Series. Claremont, CA: Parents Anonymous® Inc. Copies of this document may be reproduced and distributed.

Sample Talking Points

Below are specific talking points about child abuse and neglect prevention. The emphasis of your remarks should be that everyone in the community is able to do something to help prevent child abuse every day. Remember to tailor your presentation for the format of your program, the nature of your audience, and the length of your presentation.

Please refer to other fact sheets in this packet and online from the National Clearinghouse on Child Abuse and Neglect Information (www.calib.com/nccanch/) and Prevent Child Abuse America (www.preventchildabuse.org) to supplement these talking points.

Child abuse continues to be an important public issue.

- The President and the U.S. Department of Health and Human Services' Children's Bureau, Office on Child Abuse and Neglect, recognize April as Child Abuse Prevention Month.
- This year's theme, *Gateways to Prevention – What Everyone Can Do to Prevent Child Abuse,* focuses on raising awareness about prevention efforts and what every one of us can do to help keep children safe.
- This is a national problem; it affects children in every community.
- In 2000, three million reports of suspected child abuse were made, involving five million children. Of those five million children, 879,000 were found to have been abused. [ADD LOCAL AND STATEWIDE STATISTICS, IF AVAILABLE.]

What is child abuse?

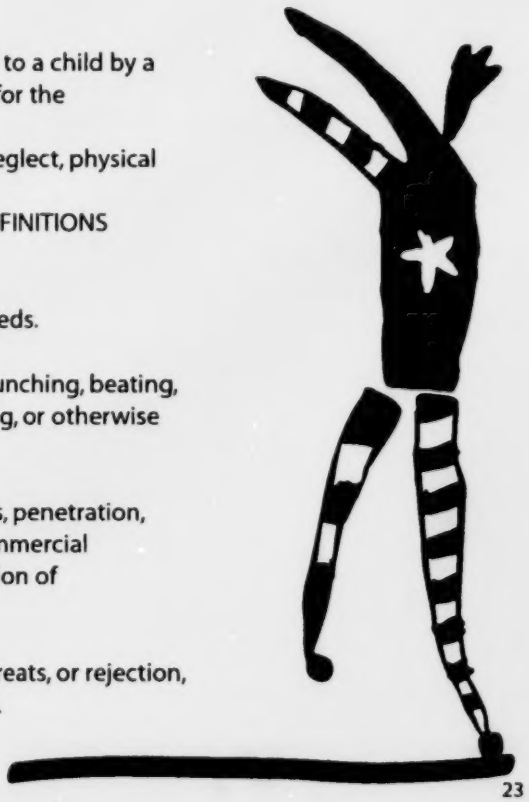
- Child maltreatment is harm (or risk of harm) caused to a child by a parent, caretaker, or another person responsible for the child's safety.
- There are four major types of child maltreatment: neglect, physical abuse, sexual abuse, and emotional abuse. [PROVIDE INFORMATION FROM YOUR STATE'S DEFINITIONS IF THEY DIFFER SIGNIFICANTLY FROM THESE.]

Neglect is failure to provide for a child's basic needs.

Physical Abuse is physical injury as a result of punching, beating, kicking, biting, burning, shaking, stabbing, choking, or otherwise harming a child.

Sexual Abuse includes fondling a child's genitals, penetration, incest, rape, sodomy, indecent exposure, and commercial exploitation through prostitution or the production of pornographic materials.

Emotional Abuse includes constant criticism, threats, or rejection, as well as withholding love, support, or guidance.



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Child abuse prevention centers on finding ways to support parents and families so that children can live in nurturing and healthy homes. We all have a role to play in keeping children safe. Remember the "Five R's," courtesy of Prevent Child Abuse America:

Raise the issue.
Call or write your candidates and elected officials to educate them about issues in your community and the need for child abuse prevention, intervention, and treatment programs.

Contact your local school district and faith community to encourage them to sponsor classes and support programs for new parents.

Reach out to kids and parents in your community.
Anything you do to support kids and parents in your family and extended community helps reduce the likelihood of child abuse and neglect.

Be a good neighbor. Offer to baby-sit. Donate your children's used clothing, furniture, and toys for use by another family. Be kind and supportive, particularly to new parents and children.

Remember the risk factors.
Child abuse and neglect occur in all segments of our society, but the risk factors are greater in families where parents:

- Abuse alcohol or drugs
- Are isolated from their families or communities
- Have difficulty controlling their anger or stress
- Appear uninterested in the care, nourishment, or safety of their children
- Seem to be having serious economic, housing, or personal problems

Recognize the warning signs.
Some of the warning signs that a child might be abused or neglected include:

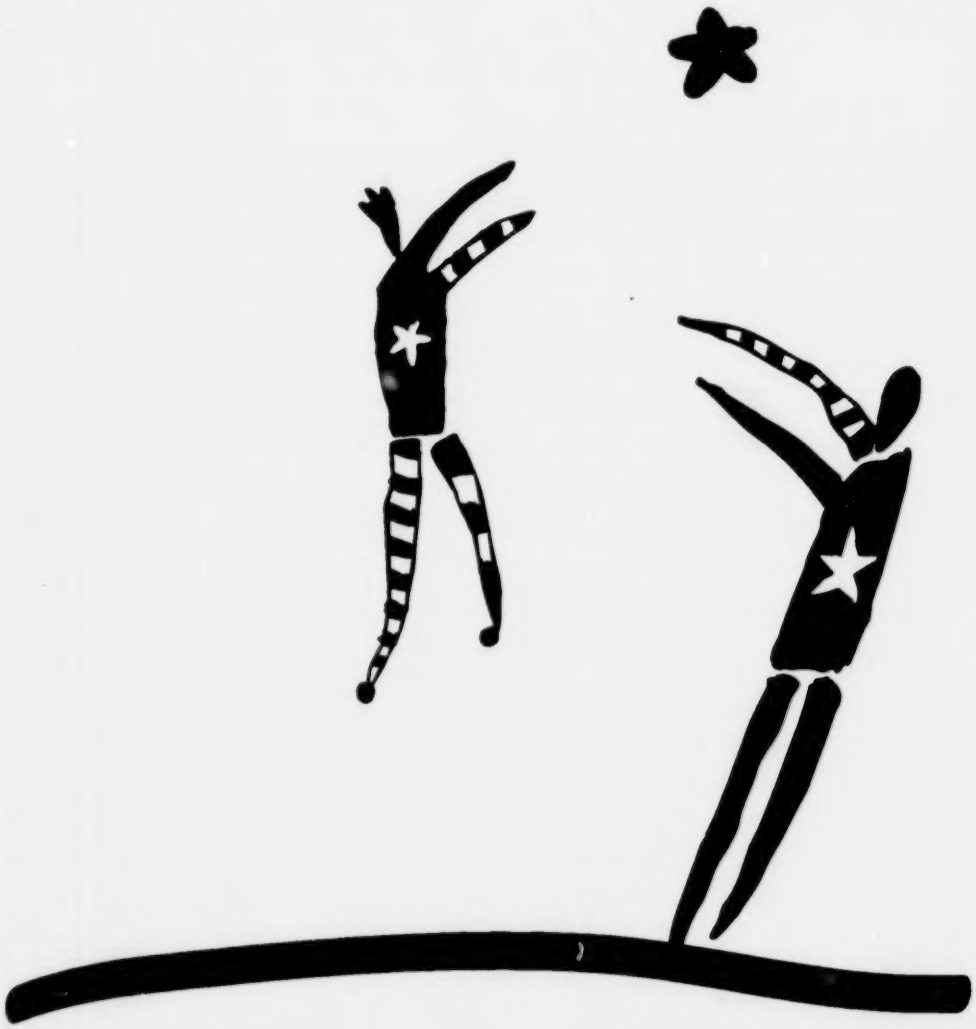
- Nervousness around adults
- Aggression toward adults or other children
- Inability to stay awake or to concentrate for extended periods
- Sudden, dramatic changes in personality or activities
- Acting out sexually or showing interest in sex that is not appropriate for his or her age
- Frequent or unexplained bruises or injuries
- Low self-esteem
- Poor hygiene

Report suspected abuse or neglect.
If you suspect abuse or neglect is occurring, report it—and keep reporting it—until something is done. Contact child protective services (in your local phone book) or your local police department.

You can find the reporting number in your State by using the National Clearinghouse on Child Abuse and Neglect Information publication, *State Toll-Free Child Abuse Reporting Numbers*, found online at www.calib.com/nccanch/pubs/prevenres/organizations/tollfree.cfm. For more information on how and where to file a report, call Childhelp USA®, National Child Abuse Hotline (1-800-4-A-Child®).

Other ways you can help support families—in April, and throughout the year:
[SELECT ACTIVITIES THAT ARE APPROPRIATE FOR YOUR AUDIENCE. FOR MORE IDEAS, SEE "BUILDING GATEWAYS TO PREVENTION IN YOUR COMMUNITY," PAGE 37 OF THIS PACKET.]

- Encourage schools and other community organizations to provide classes in parenting education for students and parents.
- Request a speaker or in-service training through the child protective services hotline.
- Provide friendship and guidance to parents and children who need your help by volunteering for programs such as Befriend-a-Child or Court Appointed Special Advocates (CASA).
- Start or join community efforts to prevent child abuse and neglect.
- If you see a parent abusing a child in public, approach and say something like, "Looks like you're having a rough day, is there anything I can do to help?"
- If you are in a store and a child is in danger, offer assistance. For example, if the child has been left unattended in a shopping cart, stand by the child until the parent returns.



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Sample Press Release for Child Abuse Prevention Month

Release Date:
[DATE]

Contact:
[NAME]
[TITLE]
[PHONE NUMBER]

Everyone Can Help Prevent Child Abuse
April is Child Abuse Prevention Month.

CITY, STATE - [MONTH, DAY, YEAR] – [Starting with a short profile of a successful program participant can be a powerful way to engage the media. To feed into the press release language below, you could weave in the fact that the participant's child is now safe and healthy.]

In 2000, almost one million children did not know what it was like to be "safe and sound" in their homes. Tragically, three children—of all races, genders, and socioeconomic backgrounds—die each day as a result of abuse or neglect.

During April's annual observance of Child Abuse Prevention Month, [ORGANIZATION NAME] will be sponsoring events to call attention to the importance of preventing these tragedies and all forms of child maltreatment, as well as to the role each of us can play in these efforts.

"We need to raise the public's awareness of the devastating effects of child abuse," said [YOUR SPOKESPERSON'S NAME AND TITLE], "and empower and encourage people to become involved and support families and parents so that we can prevent all forms of child abuse and neglect from reaching our Nation's children."

[DETAILS ABOUT LOCAL EVENTS AND/OR PROGRAMS.]

There are also many things that individuals can do—during April and throughout the year—to keep the children in their lives and communities from becoming statistics. The U.S. Department of Health and Human Services' Children's Bureau, Office on Child Abuse and Neglect, working with its National Clearinghouse on Child Abuse and Neglect Information, has teamed up with Prevent Child Abuse America to create a packet of information and resources about child abuse and neglect prevention with the theme of "Gateways to Prevention." It contains strategies for how each one of us can get involved in preventing child abuse. The packet is available from www.preventchildabuse.org or www.calib.com/nccanch.

Everyone can provide a Gateway to Prevention, and everyone can play a role in preventing child abuse. Raise the issue. Reach out to kids and families in your community. Join community prevention efforts. Take action to help ensure that the children in your community are safe and sound.

For more information about activities relating to Child Abuse Prevention Month or for information about child abuse prevention programs and activities throughout the year, contact [INSERT ORGANIZATION'S CONTACT INFORMATION.]

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Sample Broadcast PSA Solicitation Letter

[LOGO HERE]

[DATE]

[CONTACT NAME]
[TITLE]
[COMPANY]
[ADDRESS]
[CITY, STATE, ZIP]

RE: Donated airtime for PSA to increase awareness about child abuse prevention.

Dear [CONTACT]:

No child is immune from abuse. Tragically, an average of three children die each day as a result of abuse or neglect. In our State alone, [INSERT NUMBER] children were victims. [Pull statistic from *Child Maltreatment 2000*, found at www.acf.hhs.gov/programs/cb/publications/cmreports.htm.] These children need your help.

[ORGANIZATION] asks you to join thousands of individuals, government agencies, and child advocacy organizations across the Nation in promoting an increased awareness of child abuse prevention. The President and the U.S. Department of Health and Human Services' Children's Bureau, Office on Child Abuse and Neglect, have dedicated this April as Child Abuse Prevention Month to raise awareness about child abuse and neglect and what each one of us can do throughout the year to help keep children safe.

Please show your support by donating airtime for a public service announcement to [ORGANIZATION NAME].

Attached you will find information about Child Abuse Prevention Month 2003, with the theme, *Gateways to Prevention – What Everyone Can Do to Prevent Child Abuse*, along with a prewritten PSA for your use. I will follow up with you in a few days to answer any questions you may have.

Thank you in advance for your consideration.

Sincerely,

[YOUR NAME]
[TITLE]

Sample Radio and Television PSA

60-second PSA

Each day, an average of three children die as a result of child maltreatment. Thousands more are abused or neglected in some form. Child abuse hurts on many levels, and no child is immune. But it can be prevented.

April is Child Abuse Prevention Month. This year, "Gateways to Prevention" is the theme.

The U.S. Department of Health and Human Services' Children's Bureau, Office on Child Abuse and Neglect, and Prevent Child Abuse America are working with children's organizations across the country to raise awareness about what each one of us can do to help keep children safe.

You can provide a "gateway to prevention" by doing what you can to protect the children in your life and community—during April and throughout the year.

Raise the issue. Reach out to kids and families. Take action to help ensure that the children in your community are safe and sound.

For more information contact [INSERT LOCAL INFORMATION HERE].

30-second PSA

Each day, an average of three children die as a result of child maltreatment. Thousands more suffer from some form of abuse or neglect.

April is Child Abuse Prevention Month. During this month and throughout the year, [INSERT ORGANIZATION NAME] is dedicated to raising awareness about child abuse and neglect and what each one of us can do to help keep children safe.

Raise the issue. Reach out to kids and families. Take action to help ensure that the children in your community are safe and sound.

For more information contact [INSERT LOCAL INFORMATION HERE].

Where to Find Child Abuse Data for Your State or Local Community

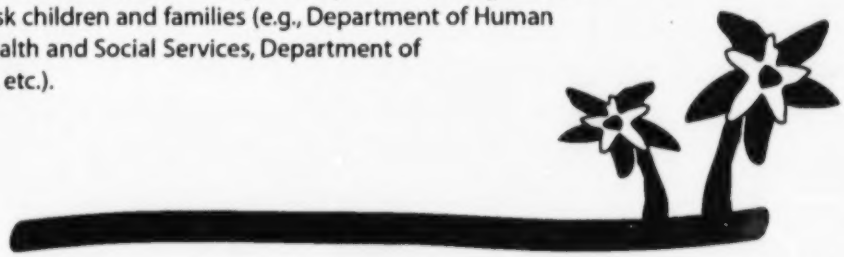
The following provide different sources of data about children and child abuse in your State. This information can be useful in making a compelling case for action in your community.

Child Maltreatment 2000
This annual publication is the primary vehicle through which the Federal government reports on child abuse and neglect statistics gathered through the National Child Abuse and Neglect Data System (NCANDS). NCANDS is recognized as the official source for State and national data related to child abuse and neglect. NCANDS data are reported by State child protective services (CPS) agencies to the U.S. Department of Health and Human Services. Appendix C of *Child Maltreatment 2000* also includes contact information for the person responsible for each State's data collection activities. *Child Maltreatment 2000* is available free of charge from the National Clearinghouse on Child Abuse and Neglect Information, 1-800-FYI-3366, or online at www.acf.hhs.gov/programs/cb/publications/cm00.

KIDS COUNT Data Book
The annual *KIDS COUNT Data Book* (www.aecf.org/kidscount), funded by the Annie E. Casey Foundation, provides State and national data on the educational, social, economic, and physical well-being of children. The Casey Foundation also funds a nationwide network of state-level KIDS COUNT projects that provide a more detailed, community-by-community picture of the condition of children (www.aecf.org/kidscount/contacts.htm).

Prevent Child Abuse America 50 State Survey
The National Center on Child Abuse Prevention Research, a program of Prevent Child Abuse America, has been collecting detailed information from all 50 States and the District of Columbia on the number and characteristics of child abuse reports, the number of child abuse fatalities, and changes in the funding and scope of child welfare services since 1986. The center provides an annual summary of these data to Prevent Child Abuse America's Chapter network, CPS agencies, advocates, policy-makers, researchers, and the public at-large. By providing these data, the center can document the scope of child abuse and neglect and its effective prevention strategies, and begin to establish child abuse and neglect prevention as a public policy priority at the national, State and local levels. See www.preventchildabuse.org/learn_more/research_docs/2000_50_survey.pdf for more information.

State Web Sites
Statistical information on children and families often can be located on your State's Web site. Through the Web site, you will be able to identify the department designated for addressing the needs of at-risk children and families (e.g., Department of Human Resources, Department of Health and Social Services, Department of Children and Family Services, etc.).



What Individuals Can Do

Building Gateways to Prevention in Your Community

We all have a role to play in building strong communities in which families and children are valued and supported. It is in these kinds of communities that children are safest from abuse and neglect. Here are some things you can do as a concerned individual.

The Five R's
Prevent Child Abuse America has developed the following "Five R's," which can help individuals better understand the role they can play in child abuse prevention.

Raise the issue.
Call or write your candidates and elected officials to educate them about issues in your community and the need for child abuse prevention, intervention, and treatment programs.

Contact your local school district and faith community to encourage them to sponsor classes and support programs for new parents.

Reach out to kids and parents in your community.
Anything you do to support kids and parents in your family and extended community helps to reduce the likelihood of child abuse and neglect.

Be a good neighbor. Offer to baby-sit. Donate your children's used clothing, furniture, and toys for use by another family. Be kind and supportive, particularly to new parents and children.

Remember the risk factors.
Child abuse and neglect occur in all segments of our society, but the risk factors are greater in families where parents:

- Abuse alcohol or drugs
- Are isolated from their families or communities
- Have difficulty controlling their anger or stress
- Appear uninterested in the care, nourishment, or safety of their children
- Seem to be having serious economic, housing, or personal problems

Recognize the warning signs.
Some of the warning signs that a child might be abused or neglected include:

- Nervousness around adults
- Aggression toward adults or other children
- Inability to stay awake or to concentrate for extended periods
- Sudden, dramatic changes in personality or activities
- Acting out sexually or showing interest in sex that is not appropriate for his or her age
- Frequent or unexplained bruises or injuries
- Low self-esteem
- Poor hygiene

Report suspected abuse or neglect.
If you suspect abuse or neglect is occurring, report it—and keep reporting it—until something is done. Contact child protective services (in your local phone book) or your local police department.

Other Ways You Can Help

Build a support network by getting involved in your neighborhood.

- Develop friendly relationships with your neighbors and their children. Problems often seem less overwhelming when you have support nearby.
- Get involved in your child's school. Join the parent-teacher organization and attend school events.
- Talk to your friends and neighbors about child abuse and how to prevent it.

Learn how your community supports children and families.

The following programs may be offered through schools, healthcare clinics, social service agencies, or community- or faith-based organizations:

- Parent education programs teach parents about child development and parenting skills.
- Home-visiting programs provide social support, education, and crisis intervention to families at risk for abuse. (See Healthy Families America in the Resource Directory, page 59.)
- Substance abuse treatment programs can help parents overcome problems with alcohol or other drugs.
- Well-baby programs provide health and education services to new parents.
- Childcare programs offer affordable childcare services. This may allow parents to maintain full-time jobs or stay in school while keeping their children safe.
- Respite care provides relief to families with a child or other family member who is ill or has a disability.
- Parent mentor programs match experienced, stable parents with parents at risk for abuse. Mentors provide support and model positive parenting skills.
- Family support centers offer an array of preventive support services, including many of those listed above, as well as referral to other community services. (See Family Support America in the Resource Directory, page 59.)
- Parent support groups offer a place for parents to meet and discuss parenting issues, exchange ideas, and offer support. (See Circle of Parents and Parents Anonymous® Inc. in the Resource Directory, page 59.)

Take part in community prevention efforts.

- Help local organizations distribute educational materials on parenting and child abuse prevention.
- Encourage local schools or other community organizations to provide parenting education.
- Request a speaker or in-service training through the child protective services hotline.
- Offer to speak to the media and other groups about your own experiences as a parent. Parents Anonymous® Inc. has a resource guide, *Media Guide for Parent Leaders*, that may be helpful. (See Resource Directory, page 59.)
- Organize a fundraiser or a food drive to support an organization that helps families in your community.
- Help the public library develop resources for parents. Work with the librarian to develop a collection of resources on child development and parenting skills.
- Provide friendship and guidance to parents and children who need your help by volunteering for programs such as Befriend-a-Child or Court Appointed Special Advocates (CASA).
- Contact your elected officials and ask them to support funding for prevention efforts and policies that support children and families.
- Make a donation to an organization that works to prevent child abuse. You can donate money, or give clothing, food, or toys to a social service agency that helps families in your community.
- Start or join a community coalition to prevent child abuse and neglect.

Prevention Month Calendar: April 2003

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Read to a child.	2 Compliment a child. Encourage a child. It helps build self-esteem.	3 Volunteer at a local child abuse prevention center.	4 Listen to your child's stories and dreams. Build his or her imagination.	5 Learn nonviolent ways to discipline, such as time-out with discussion.
6 Control offensive materials on your home computer.	7 Color a special picture with your child. Hang it on the refrigerator.	8 Visit a nursing home with your child.	9 DO SOMETHING when you see child abuse in public.	10 Baby-sit free for a parent who needs a break.	11 Get to know your neighbors. Hold a block party.	12 Take your child to the zoo.
13 Take the family to a matinee.	14 Play your child's favorite game.	15 Volunteer in a classroom or at a childcare center.	16 Make cookies with your child and frost them.	17 Set a good example, demonstrate positive relationships.	18 Encourage your children to give their allowance to charity.	19 Wear a Blue Ribbon (the symbol to prevent child abuse).
20 Go for a family bike ride.	21 Become educated and involved in legislative children's issues.	22 Give everyone in your family a hug today.	23 Have the family go for a nice long walk together.	24 Share your common experiences with other parents.	25 Rent a family movie and share a bowl of popcorn.	26 Clean out closets and give unwanted items to charity.
27 Have the entire family make a Sunday dinner.	28 Visit the Prevent Child Abuse America Web site at www.prevent-childabuse.org.	29 Take a parenting or child-development class.	30 Learn how, when, and what to report about suspected child abuse.			

Adapted from:
National Exchange Club Foundation
3050 Central Avenue
Toledo, OH 43606
(800) 924-2643
www.preventchildabuse.com

BEST COPY AVAILABLE

Reporting Child Abuse

If you suspect abuse, reporting it can protect the child and get help for the family. Each State identifies mandatory reporters (groups of people who are required to report suspicions of child abuse or neglect). However, any concerned person can and should report suspected child abuse.

How do I report child abuse or neglect?
If you suspect a child is being harmed, contact your local child protective services (CPS) or law enforcement agency so professionals can assess the situation. When calling to report child abuse, you will be asked for specific information, which may include:

- The child's name
- The suspected perpetrator's name (if known)
- A description of what you have seen or heard
- The names of any other people having knowledge of the abuse
- Your name and phone number

For more information about where and how to file a report, call Childhelp USA®, National Child Abuse Hotline (1-800-4-A-CHILD®).

The names of reporters are not given out to families reported for child abuse or neglect; however, sometimes by the nature of the information reported, your identity may become evident to the family. You may request to make your report anonymously, but your report may be considered more credible and can be more helpful to CPS if you give your name.

Remember—your suspicion of child abuse or neglect is enough to make a report. You are not required to provide proof. Almost every State has a law to protect people who make good-faith reports of child abuse from prosecution and/or liability.

What will happen when I make a report?
Your report of possible child maltreatment will first be screened by hotline staff or a CPS worker. If the worker feels there is enough credible information to indicate that maltreatment may have occurred or is at risk of occurring, your report will be referred to staff who will conduct an investigation. In some States, reports of lower risk situations are assigned to another staff member or agency who will conduct an assessment of the family's needs.

Investigators respond within a particular time period (anywhere from a few hours to a few days), depending on the potential severity of the situation. They may speak with the child, the parents, and other people in contact with the child (such as doctors, teachers, or childcare providers). Their purpose is to determine if abuse or neglect has occurred and if it may happen again.

If the investigator finds that no abuse or neglect occurred, or what happened does not meet your State's definition of abuse or neglect, the case will be closed and the family may or may not be referred elsewhere for services. If the investigator feels the children are at risk of harm, the family may be referred to services to reduce the risk of future maltreatment. These may include mental health care, medical care, parenting skills classes, employment assistance, and concrete support such as financial or housing assistance. In rare cases where the child's safety cannot be ensured, the child may be removed from the home.

Tips for Being a Nurturing Parent

One of the most important things you can do to prevent child abuse is to build a positive relationship with your own children.

Help your children feel loved and secure.

We can all take steps to improve our relationship with our children:

- Make sure your children know you love them, even when they do something wrong.
- Encourage your children. Praise their achievements and talents.
- Spend time with your children. Do things together that you all enjoy.

Seek help if you need it.

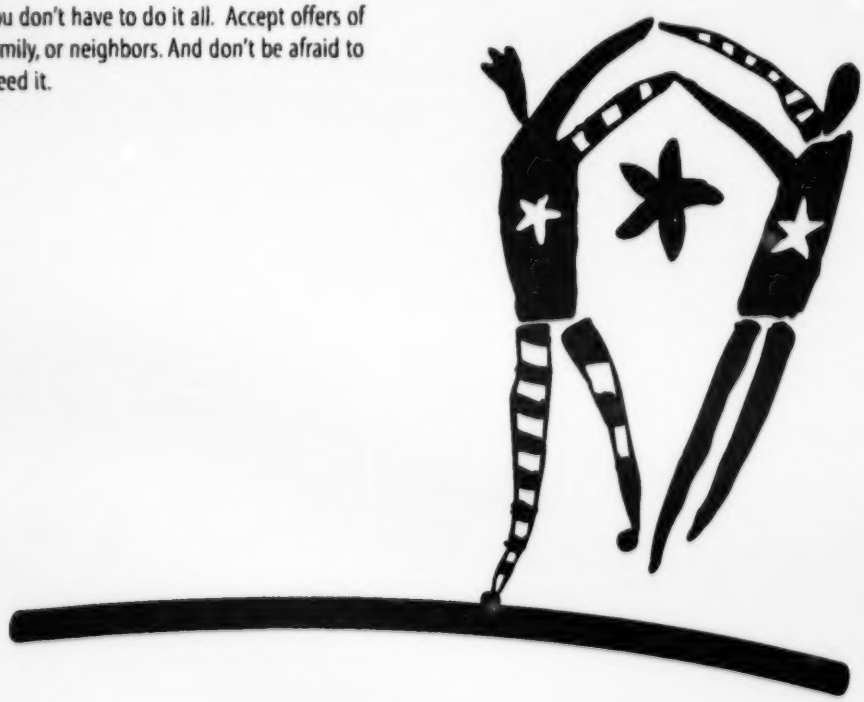
Problems such as unemployment, marital tension, or a child with special needs can add to family tension. And parenting is a challenging job on its own. No one expects you to know how to do it all. If you think stress may be affecting the way you treat your child, or if you just want the extra support that all parents need at some point, try the following:

- **Talk to someone.** Tell a friend, healthcare provider, or a leader in your faith community about your concerns. Or join a self-help group for parents. (See Circle of Parents and Parents Anonymous® Inc. in the Resource Directory, page 59, to locate a group near you.)

- **Get counseling.** Individual or family counseling can help you learn healthy ways to communicate with each other.

- **Take a parenting class.** Nobody was born knowing how to be a good parent. Parenting classes can give you the skills you need to raise a happy, healthy child.

- **Accept help.** You don't have to do it all. Accept offers of help from friends, family, or neighbors. And don't be afraid to ask for help if you need it.



Time Out

It's been around since dunce caps and corners. With a modern twist, Time Out can be a valuable discipline tool.

As we go about the business of teaching our children proper behavior, there are times when emotions threaten to get out of control. When this happens, it's wise to separate yourself from your child so that you can both cool off. Time Out can be used as an effective, positive tool. There are three different ways to use Time Out, each having a different purpose.

1. To give the child time and space to cool off and calm down.

The key here is in the attitude of the parent. In advance, let your child know that when her behavior is out of control she'll be asked to go to her room. Tell her that when she is calm and under control she may join the family. How she chooses to use the time is her business, as long as it's respectful of people and property. Screaming or pounding the door is not acceptable, reading a book or other activities is fine. This is a valuable life skill that will prevent your child from "flying off the handle" and saying and doing things she might regret later.

Never drag a child to his Time Out. This robs you of the upper hand and makes you look foolish. Let him know in advance that when asked to remove himself he needs to do so immediately. If he does not, he'll be choosing to give up a privilege (one you have specified in advance), in addition to Time Out.

2. To give the parent time and space to cool off and calm down.

There are times when we get so angry at our children that we want to scream, hit, or ground them for life! This is the time to use a four-letter-word: E X I T. Make a brief statement, "I'm so angry, I need a minute to think." Then go to your room or send the child to his room so that you can calm down and regroup. This will help you get yourself under control, and it provides good modeling for your children.

3. As a method for stopping a specific misbehavior.

This can be an excellent way to put an immediate stop to a child's action. It brings a strong message, "This behavior is unacceptable and it will stop now." There are several keys:

- **Be quick.** Catch your child in the act. Delayed reactions dilute the effect.
- **Use selectively.** Use for hitting, talking back, and whining or other specific problems. Don't over-use.
- **Keep calm.** Your anger only adds fuel to the fire and changes the focus from the behavior of the child to your anger. This prevents you from being in control.
- **Stick with it.** Once you say, "Time Out," don't back down or be talked out of it. If you decide to use Time Out to control hitting, for example, use it every time your child hits, even if he spends most of the day in Time Out! Eventually, he'll decide that it's more fun to play without hitting than to sit alone in his room.

Time Out is one more effective discipline tool for parents. When used with other positive parenting methods it helps you feel good about the job you are doing with your kids.

By Elizabeth Pantley, author of *Kid Cooperation* and *Perfect Parenting*. © 2002.
Elizabeth Pantley, www.pantley.com/elizabeth.

The Power of Choice

Would you like to get your kids to willingly cooperate? Stop the daily battles? Teach your kids valuable life skills? If your answer is "Yes! Yes! Yes!" then read on...

There are so many things we must get our children to do and so many things me must stop them from doing! Get up. Get dressed. Don't dawdle. Do your homework. Eat. It goes on and on. We can get our kids to cooperate and at the same time allow them to learn self-discipline and develop good decision-making skills. How? By offering choices.

Giving a choice is a very powerful tool that can be used with toddlers through teenagers.
This is one skill that every parent should have tattooed on the back of his or her hand as a constant reminder. Parents should use this skill every day, many times a day. Giving children choices is a very effective way to enlist their cooperation because children love having the privilege of choice. It takes the pressure out of your request and allows a child to feel in control. This makes a child more willing to comply.

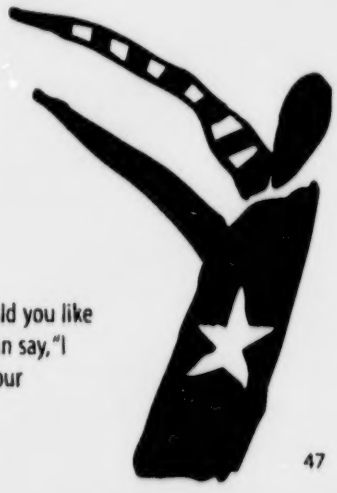
Using choice is an effective way to achieve results, and when you get in the habit of offering choices you are doing your children a big favor. As children learn to make simple choices—Milk or juice?—they get the practice required to make bigger choices—Buy two class T-shirts or one sweatshirt?—which gives them the ability as they grow to make more important decisions—Save or spend? Drink beer or soda? Study or fail? Giving children choices allows them to learn to listen to their inner voice. It is a valuable skill that they will carry with them to adulthood.

You should offer choices based on your child's age and your intent.
A toddler can handle two choices, a grade-school child three or four. A teenager can be given general guidelines. Offer choices such that you would be happy with whatever option your child chooses. Otherwise, you are not being fair. For example, a parent might say, "Either eat your peas or go to your room," but when the child gets up off his chair, the parent yells, "Sit down and eat your dinner, young man!" (So that wasn't really a choice, was it?)

Here are some ways in which you can use choice:

- Do you want to wear your Big Bird pajamas or your Mickey Mouse pajamas?
- Do you want to do your homework at the kitchen table or the desk?
- Do you want to wear your coat, carry it, or put on a sweatshirt?
- Would you prefer to let the dog out in the yard or take him for a walk?
- Do you want to run up to bed or hop like a bunny?
- What do you want to do first, take out the trash or dry the dishes?
- Do you want to watch 5 more minutes of TV or 10?

A typical problem with choices is the child who makes up his own choice!
For example, "Taylor, do you want to put on your pajamas first, or brush your teeth?" To which little Taylor answers, "I want to watch TV." What to do? Just smile sweetly and say, "That wasn't one of the choices. What do you want to do first, put on your pajamas or brush your teeth?"



If your child is still reluctant to choose from the options that you offer, then simply ask, "Would you like to choose or shall I choose for you?" If an appropriate answer is not forthcoming then you can say, "I see that you want me to choose for you." Then follow through. Make your choice and help your child—by leading or carrying him—so that he can cooperate.

Excerpted with permission by New Harbinger Publications, Inc. (www.newharbinger.com/) from *Kid Cooperation, How to Stop Yelling, Nagging and Pleading and Get Kids to Cooperate* by Elizabeth Pantley (www.pantley.com/elizabeth, copyright 1996).

Winning the Chore War

"How many times do I have to remind you to take out the trash?" Sound familiar? Household jobs are a part of every family's daily life, yet they tend to create ongoing conflict. Give yourself a pat on the back if you assign your kids chores. It's an important way kids learn responsibility. Even children as young as two years old can help out around the house. Here are a few pointers for making the process easier on everybody.

Have a plan. Kids thrive on routine. It's best if they have routine chores that they do at regular times. For instance, clearing the table is done right after eating. Trash is taken out immediately after the kitchen is cleaned up. Bed is made right after dressing. The more you develop these routines, the less reminding you will have to do. When you do have to remind your child it can be a brief statement, such as "Trash Time." With more than one child you can rotate chores, but keep in mind it will take extra effort to develop new routines. Visual reminders help kids stay on track. A poster, chart, or job board can help kids stay focused.

Train and encourage. Use a four-step process when introducing a new job. First, you do the job, narrating as you work, while the child watches. Next, do the job together. Third, the child does the job while you watch, coach, and encourage. Fourth, the child is ready to go it alone. If you eliminate training then you open the door for battles since you will both be operating under different expectations.

Follow through. Once you decide on a plan, do your best to stick to it every day. If you allow excuses and delays then you'll find yourself fighting with your child. If you have a kid who fights the routine, establish a consequence for failure to complete chores and follow through without anger or threats.

Who does what? Here's a list of ideas to get you thinking about what your kids are capable of doing. Don't underestimate your children! The same child who runs a complicated computer game can certainly manage the washer and dryer!

Ages 2-3
Put away toys
Help set table

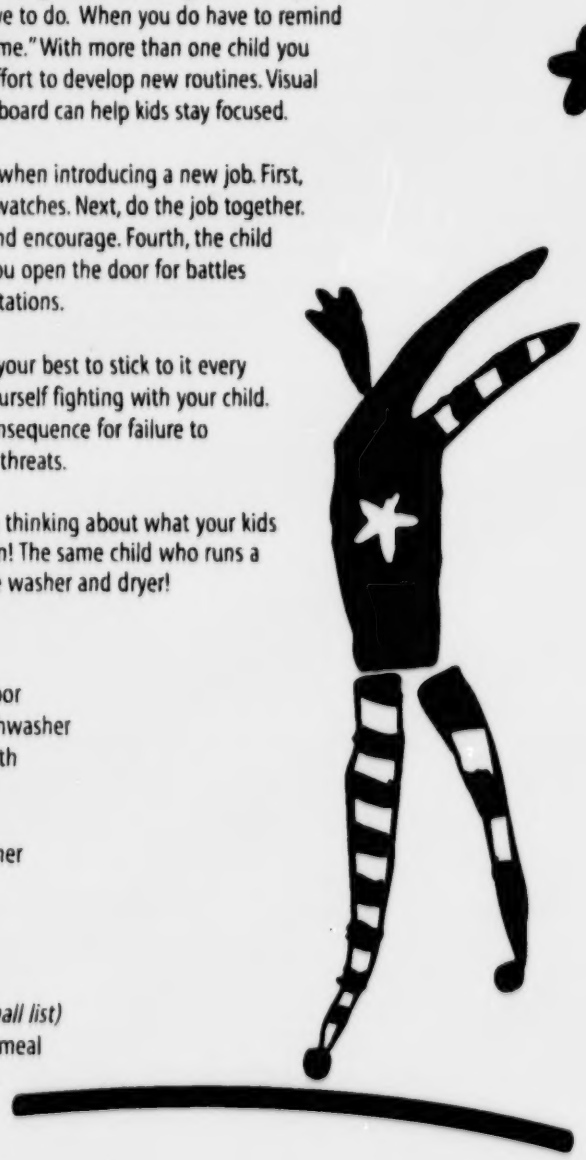
Ages 4-5
Get the mail
Help with yard work
Feed pets

Ages 6-7
Clear table after meals
Pour own drinks and get snacks
Empty wastebaskets

Ages 8-9
Sweep or mop floor
Load and run dishwasher
Run/take own bath

Ages 10-11
Help prepare dinner
Mow lawn
Clean kitchen

Ages 12-14
Grocery shop *(small list)*
Prepare a dinner meal
Clean bathrooms

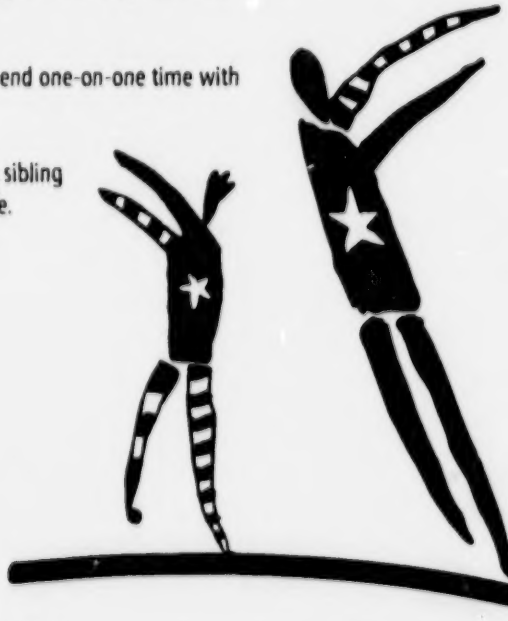


By Elizabeth Pantley, author of *Kid Cooperation* and *Perfect Parenting* © 2002.
Elizabeth Pantley, www.pantley.com/elizabeth.

Sibling Rivalry

The word "sibling" refers to brothers and sisters, and "sibling rivalry" means the competitive feelings and actions that often occur among children in a family. There are things that you can do to try to reduce sibling rivalry.

- Treat each child as an individual. Help children understand that they are treated differently by you and have different privileges and responsibilities because they are different individuals.
- Respect each child's space, toys, and time when he wants to be alone, away from his sibling.
- Avoid labeling or comparing one child to the other. This feeds into their competitiveness.
- When a new child comes into the family, adequately prepare the older sibling for her new important role. Make her feel like it's her baby, too.
- Play detective. Watch and note when siblings are not getting along (before dinner, in the car, before bed) and plan separate quiet activities for those times.
- Watch how you treat each child to see if you are contributing to the rivalry. Make sure you are not playing favorites.
- Have realistic expectations of how they should get along, cooperate, share, and like each other.
- Positively reinforce them when they are getting along or when they solve their own conflicts.
- Make each child feel special and important. Try to spend one-on-one time with each child every day.
- Take time out for yourself to re-energize. Remember, sibling rivalry is a normal and expected part of family life.



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Setting Rules and Consequences with Teens

Rules and consequences are critical to negotiating your way through the teen years. Both the rules and the consequences may change as your teen's needs (and desires) develop. It helps to ask yourself some questions about your rules periodically.

General questions to ask about rules:

- Are they reasonable?
- Have the reasons for the rules been explained thoroughly?
- Are there too many?
- Are they enforceable?
- Has my teen been involved in making any of the rules?
- Are they consistent with other parents' (those whom you respect) rules?
- Whose needs are the rules designed to meet?

Depending on the answers to these questions and what you've decided is your bottom line, you may be able to negotiate a relaxation of these rules, as your teen is more able to make mature decisions. Or you may find that the rules are entirely unenforceable, meaning either that you need to make changes in your life in order to enforce them or you need to give them up. For example, you may decide that you should arrange your schedule to allow being home more of the time, or simply that you need to be more aware when you are at home. Remember, no matter how reasonable the rules are, your teen's job is to challenge them. This means that you need to be prepared to impose consequences.

Consequences need to meet certain conditions in order to be effective. They should:

- Be related to the behavior so they make sense. (Being grounded for every infraction doesn't allow connection to a specific behavior, but if your teen damages someone else's property, part of the consequence might be to help pay for the damage.)
- Teach your teen how to express feelings and desires in acceptable ways. (You don't damage other people's property just because you're angry; anger can be expressed with words.)
- Not be so severe or unenforceable that there is no hope of compliance. (Being grounded for 6 months will contribute to noncompliance.)
- Be useful in changing behavior. They need to be unpleasant enough that your teen doesn't want to repeat the consequence. They should not include things that you want your child to learn to enjoy, like going to Grandma's for a weekend.
- Teach self-control. (Help your teen see the benefits of more freedom, less control, or something tangible like driving.)

What kinds of consequences might be useful with your teen?

The answer to this varies, depending on your values and the personality, intensity, and interests of your teen. Sometimes he or she can help you find workable consequences. However, be careful because children will sometimes be harsher on themselves than you might think necessary. The goal is to prevent unacceptable behavior and teach your teen to make mature decisions. Think through consequences in advance and take time to manage your own anger or frustration before talking to your teen.

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What it Takes to Be a Mom or Dad

Read to your children.

Keep your promises.

Go for walks together.

Let your children help with household projects.

Spend time one-on-one with each child.

Tell your children about your own childhood.

Go to the zoo, museums, and ball games as a family.

Set a good example.

Use good manners.

Help your children with their homework.

Show your children lots of warmth and affection.

Set clear, consistent limits.

Consider how your decisions will affect your children.

Listen to your children.

Know your children's friends.

Take your children to work.

Open a savings account for college education.

Resolve conflicts quickly.

Take your children to your place of worship.

Make a kite together.

Fly a kite together.

You get the idea.

Adapted from *What it Takes to be a Dad*, with permission:
National Fatherhood Initiative
101 Lake Forest Boulevard, Suite 360; Gaithersburg, MD 20877
Phone: (301)948-0599
Fax: (301)948-4325
1-800-790-DADS
www.fatherhood.org

Resource Directory

National Organizations with Local Chapters

The following national organizations and programs have local chapters in States and communities across the country. Please call the national office or go to the Web site listing to identify a local office near you.

Alliance for Children and Families
The Alliance for Children and Families, an international membership association, represents more than 350 private, nonprofit child- and family-serving organizations providing a vast array of services ranging from residential care to abuse prevention and intervention.
Phone: (414) 359-1040
Web site: www.alliance1.org

AVANCE Family Support and Education Program
AVANCE provides support and education services to low-income families to strengthen their family, enhance parenting skills to nurture the optimal development of children, promote educational success, and foster the personal and economic success of parents.
Phone: (210) 270-4630
Web site: www.avance.org
Local contacts: www.avance.org (See link for "Contact.")

Child Welfare League of America (CWLA)
CWLA is an association of more than 1,100 public and private nonprofit agencies that coordinate national and local child abuse prevention efforts and assist over 3.5 million abused and neglected children and their families each year with a wide range of services.
Phone: (202) 638-2954
Web site: www.cwla.org
Local contacts: www.cwla.org/members/members.htm

Circle of Parents
Circle of Parents provides parent self-help support groups to anyone in a parenting role. These groups offer parents a place to discuss the challenges of raising kids, exchange ideas, and offer support.
Phone: (312) 663-3520
Web site: www.circleofparents.org
Local contacts: www.circleofparents.org/locator/index.html

Family Support America (FSA)
Family Support America promotes family support for ensuring the well-being of our children. FSA advocates on behalf of families and provides technical assistance, training and education, conferences, and publications.
Phone: (312) 338-0900
Web site: www.familysupportamerica.org
Local contacts:
www.familysupportamerica.org/content/mapping_dir/find.asp

The FRIENDS (Family Resource Information, Education and Network Services) National Resource Center for Community-Based Family Resource and Support Programs.
FRIENDS provides technical assistance and information to State leads of Community-Based Family Resource and Support programs to help States in their efforts of reducing the incidence of child abuse and neglect and strengthening families.
Phone: (312) 338-0900
Web site: www.friendsnrc.org
Local contacts: www.chtop.com/FRIENDS/CBFRScontacts.htm

Healthy Families America®
Healthy Families America®, a program of Prevent Child Abuse America, promotes positive parenting and child health and development through voluntary home visits by trained staff.
Phone: (312) 663-3520
Web site: www.healthyfamiliesamerica.org
Local contacts: www.healthyfamiliesamerica.org/contacts/state_system_primary_contacts.html

MELD: Programs to Strengthen Families
MELD offers educational and support services for parents, trains family service providers to apply best practices, and publishes resource materials for parents and service providers.
Phone: (612) 332-7563
Web site: www.meld.org
Local contacts: www.meld.org/sitemaplist.cfm

National Alliance of Children's Trust and Prevention Funds
The National Alliance of Children's Trust and Prevention Funds works to build and maintain a system of services, laws, practices, and attitudes that prevent child abuse and neglect. The Alliance supports a network of State Children's Trust and Prevention Funds, which provide resources for local child abuse prevention activities.
Phone: (202) 296-6645
Web site: www.msu.edu/user/millsda
Local contacts: www.msu.edu/user/millsda/states.html

National Exchange Club Foundation for the Prevention of Child Abuse
The Foundation coordinates a nationwide network of nearly 100 Exchange Club Child Abuse Prevention Centers that utilize the parent aide program to provide support to families at risk for abuse.
Phone: (800) 924-2643
Web site: www.preventchildabuse.com
Local contacts: www.preventchildabuse.com/usamap.htm

Parents Anonymous® Inc.
Parents Anonymous® Inc. leads a dynamic international network of accredited organizations that implement weekly, ongoing Parents Anonymous® Adult and Children's Groups that are free of charge to participants and based on a shared leadership model.
Phone: (909) 621-6184
Web site: www.parentsanonymous.org

Prevent Child Abuse America
With chapters in nearly 40 States and the District of Columbia Prevent Child Abuse America provides leadership to promote and implement child abuse prevention efforts at both the national and local levels.
Phone: (312) 663-3520
Web site: www.preventchildabuse.org
Local contacts: www.preventchildabuse.org/get_local/index.html

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National Organizations that Provide Information, Training, and Technical Assistance

The following national organizations are among many that provide information and services to support the prevention of child abuse and neglect. Inclusion on this list is for information purposes and does not constitute an endorsement.

American Professional Society on the Abuse of Children (APSAC)
The American Professional Society on the Abuse of Children is a national, multidisciplinary organization that works to improve the practice of professionals in the field of child abuse and neglect.
Phone: (405) 271-8202
Web site: www.apsac.org

Center for the Prevention of Sexual and Domestic Violence
The Center is an interreligious educational resource that works to address issues of sexual and domestic violence by engaging religious leaders in the task of ending abuse, and by preparing human services professionals to recognize and attend to the religious questions and issues that may arise in their work with women and children in crisis.
Phone: (206) 634-1903
Web site: www.cpsdv.org

Childhelp USA®
In addition to a 24-hour National Child Abuse Hotline (1-800-4-A-CHILD®), Childhelp USA® directly serves abused children through residential treatment facilities, child advocacy centers, group homes, foster care, preschool programs (including Head Start), child abuse prevention programs, and community outreach.
Phone: (480) 922-8212
Web site: www.childhelpusa.org

Children's Defense Fund
The Children's Defense Fund focuses on key issues affecting the well-being of children by helping develop, implement, and monitor State and Federal policies.
Phone: (202) 628-8787
Web site: www.childrensdefense.org

International Society for the Prevention of Child Abuse and Neglect (ISPCAN)
ISPCAN brings together a worldwide cross-section of professionals to work toward the prevention and treatment of child abuse, neglect, and exploitation globally by increasing public awareness, developing activities to prevent violence, and promoting the rights of children in all regions of the world.
Phone: (630) 221-1311
Web site: www.ispcan.org

Kempe Children's Center
The Kempe Children's Center provides clinical treatment, training, research, education, and program development to prevent and treat child abuse and neglect.
Phone: (303) 864-5252
Web site: www.kempecenter.com

National Clearinghouse on Child Abuse and Neglect Information
The Clearinghouse provides information products and technical assistance services to help professionals locate information related to child abuse and neglect and related child welfare issues.
Phone: (800) FYI-3366
Web site: www.calib.com/nccanch

National Council on Child Abuse and Family Violence (NCCAFV)
NCCAFV works to strengthen community child abuse and family violence prevention and treatment programs across the country through public awareness and education, professional development, and organizational development.
Phone: (202) 429-6695
Web site: http://nccafv.org

National Indian Child Welfare Association (NICWA)
NICWA is a membership organization of Tribes, individuals, and private organizations that works to promote Indian child welfare and address child abuse and neglect through training, research, public policy, and grassroots community development.
Phone: (503) 222-4044
Web site: www.nicwa.org

Shaken Baby Syndrome Prevention Plus
Shaken Baby Syndrome Prevention Plus develops, studies, and disseminates information and materials designed to prevent Shaken Baby Syndrome and other forms of physical child abuse, as well as to increase positive parenting and childcare.
Phone: (614) 836-8360
Web site: www.sbsplus.com

STOP IT NOW!
STOP IT NOW! works to end the sexual abuse of children by calling on abusers and potential abusers to stop and seek help, educating adults about the ways to stop sexual abuse, and increasing public awareness of the trauma of child sexual abuse.
Phone: (413) 268-3096
Web site: www.stopitnow.com

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Evaluation Form

Let us know what you think!

Please take a moment to answer these questions. You can fax or mail the form back to *Carisa Parker* at 312.939.8962, or Prevent Child Abuse America, 200 S. Michigan Ave., 17th Floor, Chicago IL 60604.

Please indicate your organization by type

☐ Business ☐ Child Protective Service ☐ Hospital ☐ Law Enforcement ☐ Library ☐ School
☐ Other (please specify)

_____

...and your title within your organization _____

Indicate how much you liked the content of the packet.

☐ Excellent ☐ Very Good ☐ Good ☐ Fair ☐ Poor

Indicate how much you liked the design of the packet.

☐ Excellent ☐ Very Good ☐ Good ☐ Fair ☐ Poor

How did you hear about this packet?

☐ I receive a packet every year
☐ Prevent Child Abuse America State Chapter *Which Chapter? _____
☐ www.preventchildabuse.org
☐ Prevent Child Abuse America Newsletter
☐ The National Clearinghouse on Child Abuse and Neglect Information Web site (www.calib.com/nccanch)
☐ The 14th National Conference on Child Abuse and Neglect
☐ Recommendation by a friend or colleague
☐ Other _____

How did you order this packet?

☐ 1-800-CHILDREN
☐ By calling the National Clearinghouse on Child Abuse and Neglect Information (1-800-FYI-3366)
☐ By e-mailing the National Clearinghouse on Child Abuse and Neglect Information (nccanch@calib.com)
☐ Prevent Child Abuse America State Chapter *Which Chapter? _____
☐ www.preventchildabuse.org
☐ The National Clearinghouse on Child Abuse and Neglect Information Web site (www.calib.com/nccanch)
☐ Prevent Child Abuse America's national office
☐ Other _____

Please indicate the usefulness of the following elements of the packet	Not useful				Very Useful
The Problem					
■ Child Abuse and Neglect: The National Scope of the Problem	1	2	3	4	5
■ What Is Child Abuse?	1	2	3	4	5
■ What Is Child Abuse Prevention?	1	2	3	4	5
What Organizations Can Do					
■ Leading Your Community Through the Gateway to Prevention	1	2	3	4	5
■ How to Involve the Media	1	2	3	4	5
■ How to Involve Local Spokespersons	1	2	3	4	5
■ Tips for Preparing Parent Spokespersons	1	2	3	4	5
■ Sample Talking Points	1	2	3	4	5
■ Sample Press Release	1	2	3	4	5
■ Sample Broadcast PSA Solicitation Letter	1	2	3	4	5
■ Sample Radio and Television Public Service Announcements	1	2	3	4	5
■ Where to Find Child Abuse Data for Your State or Local Community	1	2	3	4	5
What Individuals Can Do					
■ Building Gateways to Prevention in Your Community	1	2	3	4	5
■ Prevention Month Calendar	1	2	3	4	5
■ Reporting Child Abuse	1	2	3	4	5
■ Tips for Being a Nurturing Parent	1	2	3	4	5
■ Time Out	1	2	3	4	5
■ The Power of Choice	1	2	3	4	5
■ Winning the Chore War	1	2	3	4	5
■ Sibling Rivalry	1	2	3	4	5
■ Setting Rules and Consequences with Teens	1	2	3	4	5
■ What it Takes to Be a Mom or Dad	1	2	3	4	5
Resource Directory	1	2	3	4	5

What other activities did you plan for Child Abuse Prevention Month?

Are there other child abuse prevention materials you would like to see included in next year's packet?

Are you interested in receiving information on upcoming conferences and forums related to child abuse and neglect and child welfare? ☐ Yes ☐ No

Name: _____

Organization: _____

Address: _____

Phone: _____

E-mail: _____

Thank you for taking time to complete this evaluation. We wish you continued success with your prevention activities!

U.S. Department of Education
Office of Educational Research and Improvement (OERI)
National Library of Education (NLE)
Educational Resources Information Center (ERIC)

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